SM/BA 385 – Chapter 5 Assignment: In-Depth Sports Event Planning Process

Comprehensive Critical Dates Calendar for Community Youth League All-Star Game

Main Event Date: July 20, 2023

Development of Event Budget:

Initiation Date: April 1, 2023

Completion Date: May 15, 2023

Supporting Tasks:

Conduct a thorough review of financial statements from previous events by April 10, 2023, to understand revenue streams and expense categories better.

Organize a budget meeting with the finance committee on April 20, 2023, to discuss preliminary budget figures and adjustments.

Final decision on budget allocation by May 15, 2023, after multiple reviews and revisions to ensure financial feasibility and strategic allocation of funds.

Confirmation of Event Location:

Location: Tyger River Park (Spartanburg, SC)

Initiation Date: May 16, 2023

Completion Date: June 1, 2023

Supporting Tasks:

Schedule and conduct detailed inspections of potential venues by May 20, 2023, assessing facilities, accessibility, and suitability for the event's requirements.

Engage in negotiations with the selected venue for favorable terms and conditions, aiming to finalize by May 25, 2023.

Execute a detailed contract with the venue, ensuring all specifics are covered, by June 1, 2023.

Extensive Sponsorship Sales Efforts:

Initiation Date: April 15, 2023

Completion Date: June 30, 2023

Supporting Tasks:

Develop a comprehensive sponsorship package, highlighting the value proposition and demographic reach, by April 22, 2023.

Initiate targeted outreach to potential sponsors, leveraging previous partnerships and exploring new opportunities, with a follow-up strategy set for May 15, 2023.

Finalize sponsorship agreements, ensuring mutual benefits and alignment with event goals, by June 30, 2023.

Elaborate Creation of a Schedule of Events:

Initiation Date: June 2, 2023

Completion Date: June 15, 2023

Supporting Tasks:

Draft an initial comprehensive schedule, considering all stakeholders' input and logistic constraints, by June 5, 2023.

Conduct a review session with the organizing committee to gather feedback and make necessary adjustments by June 10, 2023.

Finalize and distribute the event schedule, ensuring clarity and accessibility for all participants, by June 15, 2023.

Staffing Needs:

Initiation Date: June 16, 2023

Completion Date: July 1, 2023

Supporting Tasks:

Conduct a detailed task analysis to identify specific roles and responsibilities required for the event by June 20, 2023.

Launch a recruitment drive for volunteers and paid staff, emphasizing the skills and attributes needed for each role, by June 25, 2023.

Finalize team structures and conduct an orientation session for all staff members to ensure alignment with event objectives by July 1, 2023.

Staffing Plan Description:

For the Community Youth League All-Star Game, our staffing plan is designed to ensure a seamless and enjoyable experience for all participants and attendees.

This detailed plan includes:

Lead Event Coordinator: An individual with a proven track record in sports event management, responsible for overseeing all planning aspects, coordination, and day-of-event operations.

Dedicated Security Team: A team sourced from a reputable security firm known for its professionalism and efficiency, tasked with maintaining a safe and secure environment.

Qualified Medical Professionals: A squad of medical staff, including EMTs and paramedics, ready to provide immediate care in case of emergencies, ensuring participant and spectator safety.

Committed Volunteers:

Event Support Crew: A dynamic group of volunteers tasked with logistical support, including setup, teardown, and general assistance throughout the event.

Hospitality Team: Volunteers trained to offer information, guidance, and support to ensure a welcoming atmosphere for all attendees.

Technical Experts: A specialized team responsible for managing all technical aspects, such as scorekeeping, audio-visual setups, and any necessary IT support, ensuring a smooth and professional presentation of the event.